

Portal Strategy

Name

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What is a portal?

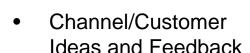
- A portal is an aggregation point for content, functions, and features using web-based technology with a unifying theme
- Portals typically have the following functionality:
 - User-friendly
 - Aggregate content into categories
 - Provide content: news and other information
 - Powerful search features
 - Communications applications -- email, chat, discussion forums
 - Personalization services
 - Integration with other web applications and back-end legacy systems
 - Re-usability for future development needs



Portals Enable Channel Services

Portals are more than just a web site or intranet.

Key ingredients for Portal success:



- Ease of Use
- Open and Scaleable Architecture
- Legacy Integration
- Awareness

